

GOLF MANAGER

NATURE OF WORK

This is responsible administrative and professional work directing the overall business operations of the City's public golf program.

Work involves responsibility for the coordination and management of the business operations of the City's golf courses; preparation and administration of the golf budget; creation and administration of a marketing plan; organization of special events; and management of computerized programs within the golf program. General supervision is received in the form of consultation with administrative superiors or in the review of the overall operations of the public golf program.

EXAMPLES OF WORK PERFORMED

Prepares and administers the City's public golf budget including revenue projections and detailed operational expenditure plans; assists in the creation and administration of the golf capital improvement program.

Operates, manages and promotes the Ager Junior Golf Course; collects green fees; offers junior lessons and clinics; operates concession stand; offers driving range services at enclosed range.

Oversees and assists golf professionals at the four 18-hole golf courses; insures compliance with contractual obligations; coordinates the set-up for golf tournaments and events at City courses with Golf Superintendents and golf professionals.

Creates and administers a marketing plan aimed at increasing both revenue and rounds played; sets measurable goals for the public golf program including increases in rounds played and customer satisfaction; provides recommendations with regard to golf fees and other related revenue items; performs marketing research and prepares reports related to competing non-City golf courses.

Organizes and conducts special tournaments as requested by the Mayor or Director of Parks and Recreation (i.e. Annual Lincoln Parks and Recreation Foundation Tournament).

Develops and manages a system-wide calendar of events to coordinate tournaments, events and leagues; promotes the use of City-owned golf courses for tournaments and special events.

Operates and oversees the computerized cash register system for the City golf program; programs golf fee changes and trouble shoots computer and software problems within the golf program.

Develops or acquires and manages a computerized tee time scheduler for the golf program; develops or acquires a recognized USGA Handicap System for each golf course.

Manages and coordinates the Golf Ambassador Program operated by the City; manages the citywide golf membership program and provides an accounting of the number of rounds being played by members.

Develops and manages the Lincoln Municipal Golf web site.

Assists with the management and operation of the City-owned motorized golf cart fleet.

Meets on a regular basis with the Superintendent of Parks - Operations and Superintendent of Parks - Administration to discuss golf operations and course conditions.

Performs related work as required.

DESIRABLE KNOWLEDGES, ABILITIES AND SKILLS

Considerable knowledge of the operation, development and implementation of revenue generating ventures with the public sector.

Knowledge of City services, ordinances and regulations relating to the Lincoln Parks and Recreation Department.

Knowledge of, and ability to apply, sound business practices to the management of a municipal golf program in order to operate as if it were a private business.

Ability to prepare and make oral presentations to civic groups and other audiences.

Ability to establish and maintain effective working relationships with administrative staff, golf maintenance staff, golf professionals, Golf Committee, player group representatives, and the general public.

Ability to prepare and administer a budget including revenue projections and detailed operational expenditure plans.

Ability to operate a personal computer using standard or customized software applications appropriate to assigned tasks.

DESIRABLE TRAINING AND EXPERIENCE

Graduation from a senior high school or equivalent and considerable experience managing the business operations of a public golf program.

MINIMUM QUALIFICATIONS

Graduation from a senior high school or equivalent and experience managing the business operations of a public golf program; or any equivalent combination of training and experience which provides the desirable knowledges, abilities and skills.

NECESSARY SPECIAL REQUIREMENTS

Current Class A Head Professional recognized by the Professional Golf Association of America or certified Golf Course Superintendent recognized by Golf Course Superintendents Association of America.

Approved by: _____
Department Head Personnel Director

02/2001

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